

A message

TO THE OIL HEATING
INDUSTRY FROM C. U. WILLIAMS
PRESIDENT OF WILLIAMS OIL-O-MATIC
HEATING CORPORATION

Leadership attracts leadership. For 18 years Williams Oil-O-Matic has led the field in the design, manufacture and sale of oil burners. Outstanding dealers in the heating industry have been attracted to our organization. Naturally, Oil-O-Matic dealers and their salesmen have helped to create and have shared in the benefits of this leadership.

Similarly, leading manufacturers of heating equipment—of boilers and furnaces and automatic heat controls—have become associated with Williams Oil-O-Matic in the manufacture of the finest automatic heating equipment in the world.

We value their collective brains, experience and manufacturing facilities, which have contributed in such large measure to the progress of oil heat. That is why we have entrusted our own good name to the known quality of the products they manufacture for and in cooperation with us.

We believe everyone associated with our industry will gain faith in the future from the story of leadership told on the following pages.

C. U. Williams
PRESIDENT

OIL HEAT MARCHES ON



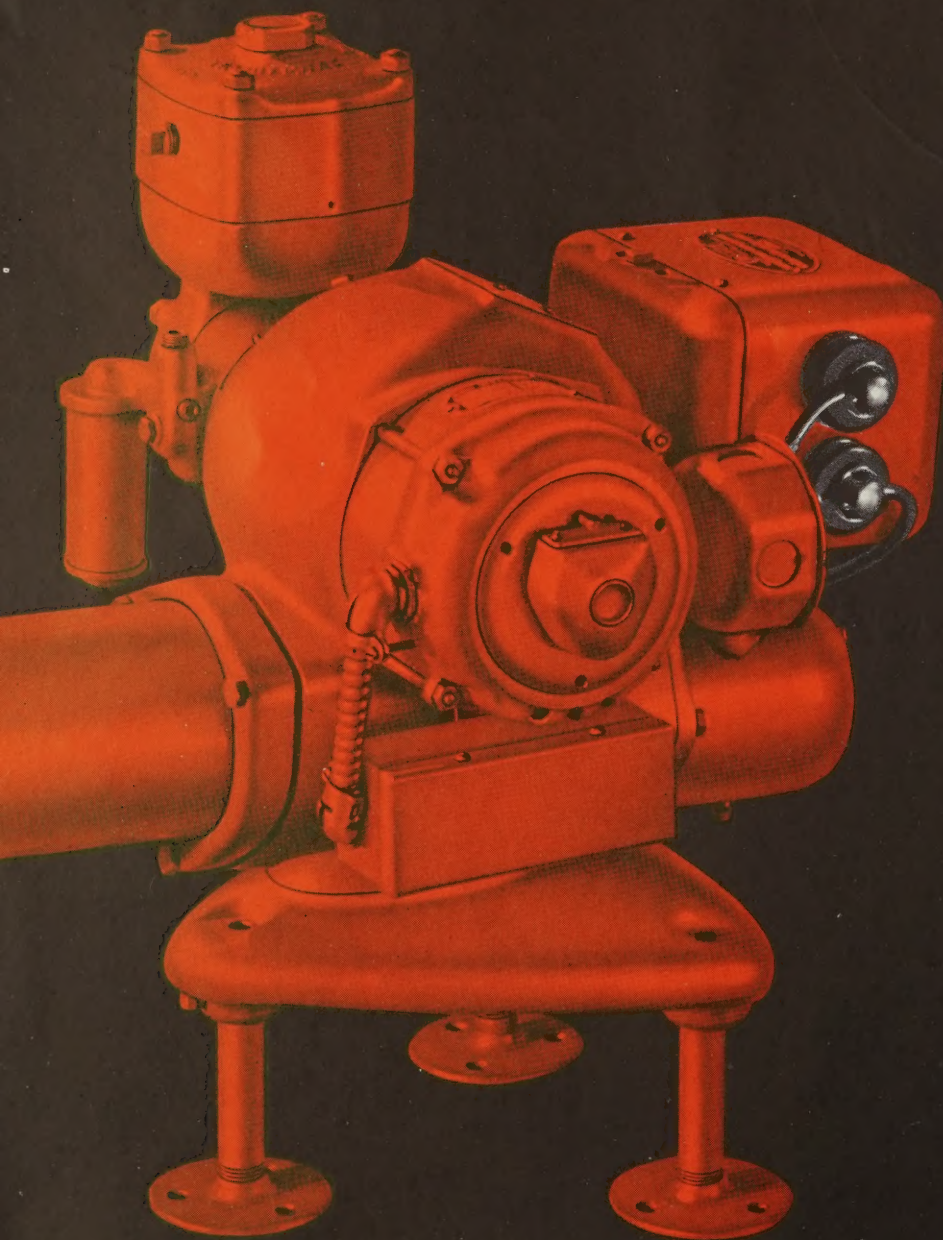
WILLIAMS
OIL-O-MATIC
HEATING
LISTED AS STANDARD BY UNDERWRITERS' LABORATORIES

WILLIAMS OIL-O-MATIC HEATING

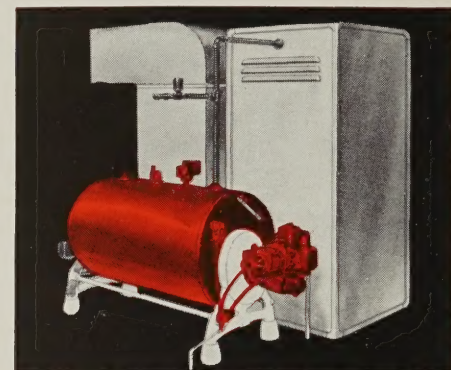
LISTED AS STANDARD BY UNDERWRITERS' LABORATORIES



Vote this

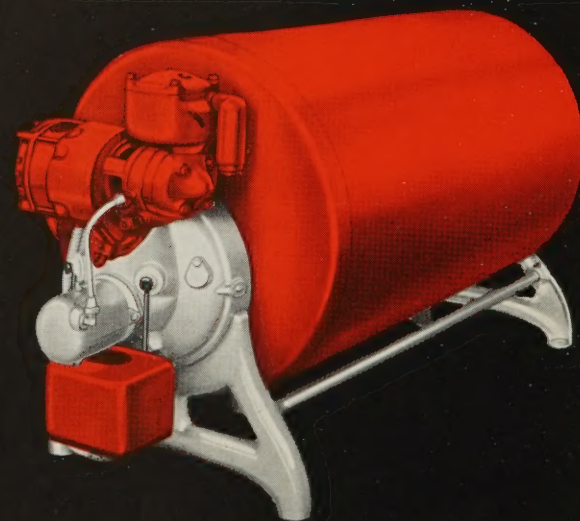


Williams Oil-O-Matic Conversion Burners. Also Oil-O-Matic Boiler-Burner and Furnace-Burner units. Oil-O-Matic's sales leadership rests on the solid foundation of engineering superiority. It is the only oil burner to provide the four economy advantages of Low Pressure Atomization, Metering Pump, Air Control and Projected Flame.



Williams Air-O-Matic Air Conditioner. 'Year 'round weather control now brought within reach of the average purse. Air-O-Matic heats and humidifies air in winter, cools and de-humidifies in summer, filters and circulates air the year around. Present steam boiler can be used.

Williams Oil-O-Matic Water Heater built in 3 sizes; 60, 120 and 210 gallons of water per operating hour . . . fully automatic. Efficient horizontal type provides abundant hot water at about $\frac{1}{3}$ less cost. Water storage tank, burner, and all automatic controls in a single compact unit.



OIL HEAT MARCHES ON

ticket *Straight!*

HAROLD J. MCGILL
— Company —
PLUMBING · HEATING · TINNING
Riverside Ave.
Westport, Conn. — Dial 4775

How Williams Oil-O-Matic Leads...

X OIL-O-MATIC LEADS IN SALES AND PRESTIGE

For more than 18 years Oil-O-Matic has led the field. Today there is an army of 200,000 Oil-O-Matic owners . . . and research shows that the greatest motivating factor in oil burner sales is the recommendation of a friend or neighbor who owns one.

X OIL-O-MATIC LEADS IN COMPLETENESS OF LINE

Six different sizes to fit conversion needs in every type of building from smallest cottage to large apartment and business buildings. Also leading boiler and furnace manufacturers have become associated with Williams Oil-O-Matic by providing completely self-contained, compact boiler-burner and furnace-burner units of which Williams Oil-O-Matic burner is an integral part. This equipment is the finest automatic heating equipment in the world.

X OIL-O-MATIC LEADS IN EXCLUSIVE ADVANTAGES

No other oil burner provides the 4 great money-saving advantages of (1) Low Pressure Atomization (prevents wear and waste of high pressure, allows use of heavy low-cost oils); (2) Patented Metering Pump (prevents oil waste); (3) Air Control prevents sooty, half-burned oil from too little air and heat-waste-up-the-chimney from too much air); (4) Projected Flame (no delicate mechanism inside combustion chamber to be heat warped).

X OIL-O-MATIC LEADS IN ADVERTISING AND DEALER COOPERATION

Oil-O-Matic is the only oil burner with a record of continuous national advertising from coast to coast. It is now using the largest newspaper campaign in the history of the industry, reaching more than 7 million families weekly . . . the largest campaign in leading architectural journals and the largest magazine campaign, reaching more than 3 million home-owning families monthly.

Oil-O-Matic is outstanding for its dealer helps and sales stimulants. The recent "Mutiny in the Basement" and Temclock Free Offer campaigns were the merchandising sensations of the industry.

There is always room in the Williams Oil-O-Matic organization for **dealers** who can be **leaders**. Opportunities for profit are unlimited. Oil-O-Matic sales are boiling. They're the greatest in the history of the oil heating industry—and they'll be still greater next year. If you're interested in making money, write or wire for franchise details now.

WILLIAMS OIL-O-MATIC HEATING CORP.

World's Largest Specialists in Temperature Control

BLOOMINGTON, ILLINOIS

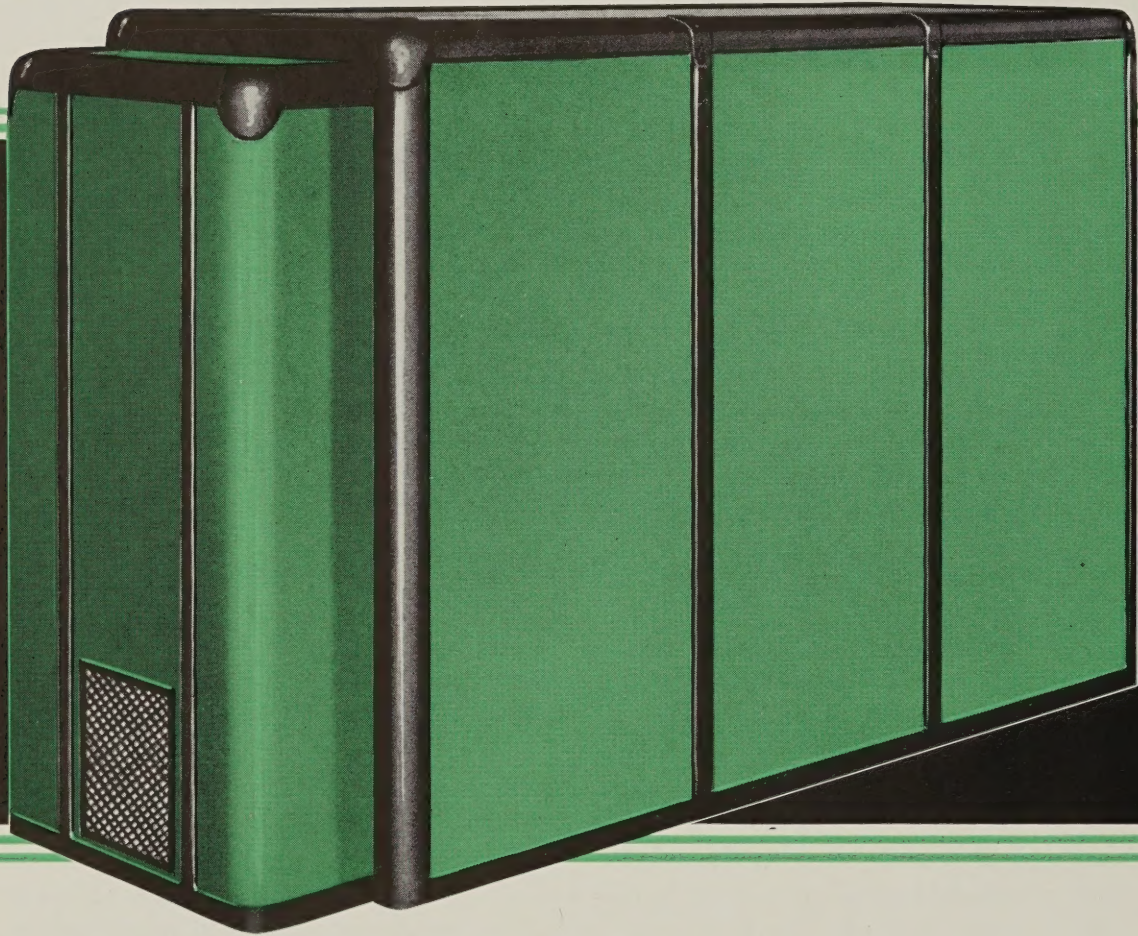
OIL HEAT MARCHES ON



THE EVANS OIL-O-MATIC

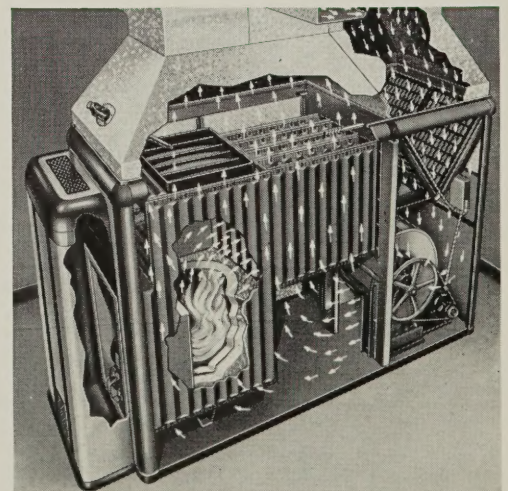
By THE GEORGE EVANS CORP.

Moline, Illinois



THE GEORGE EVANS CORPORATION is a pioneer builder of domestic warm air furnaces specifically designed for economical operation with oil. For more than ten years EVANS installations have been proving their efficiency in actual home use.

Notice the simplicity of design illustrated in the cut-away view, and the neat external appearance achieved by enclosing all of the heating and winter air conditioning features in one casing.



OIL HEAT MARCHES ON

THE ECONOMY OIL-O-MATIC

Furnace-Burner Unit

By THE INTERNATIONAL HEATER COMPANY

Utica, N. Y.

HAROLD J. MCGILL

— Company —

PLUMBING - HEATING - TINNING

Riverside Ave.

Westport, Conn.

— Dial 4775



THE newest development in modern heating . . . at far lower cost.

Economy Oil-O-Matic offers heating units to fit a wide range of purses and installation needs.

All Economy Oil-O-Matics include the famous Williams Oil-O-Matic oil burner. All provide three outstanding features: (1) Simplicity of construction (there are but two joints in Economy Oil-O-Matic); (2) A radiator twice the size of ordinary radiators; (3) A heat exchanger so effective that the temperature of gases released to the chimney are as much as

50% cooler than from an ordinary furnace with oil burner attached.

The unit pictured above cools by means of a blower in summer, filters and circulates the year 'round.

For those who want the same heating results combined with air conditioning, at a smaller investment, Economy Oil-O-Matic is supplied with round galvanized iron casings.

Economy Oil-O-Matic's simplicity of design makes it ideal for gravity warm air heating where no blower is employed to circulate the air.

OIL HEAT MARCHES ON



NATIONAL-WILLIAMS OIL-O-MATIC

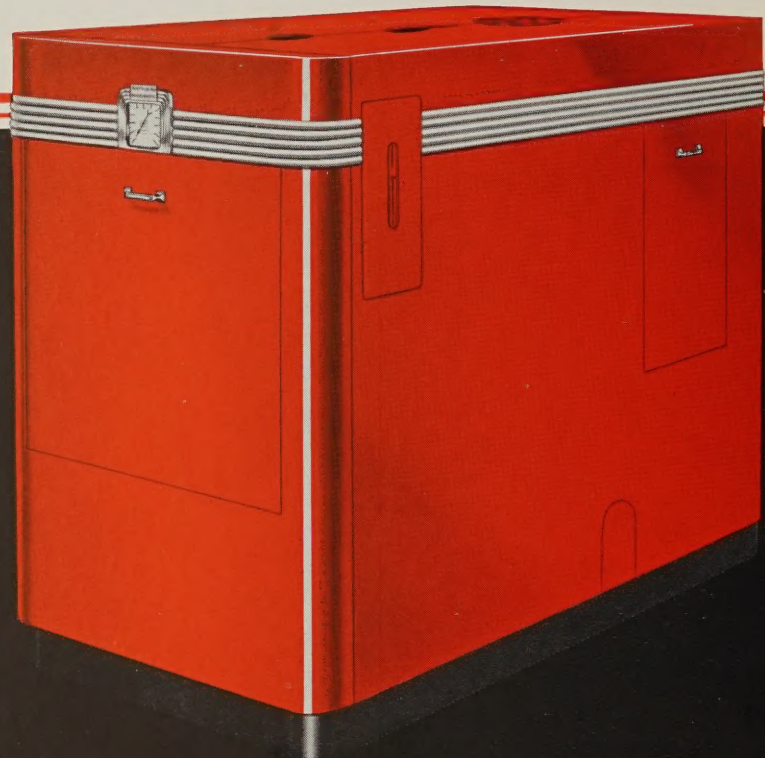
HOME OIL HEATING UNITS



NATIONAL enables you to meet the demand for either cast iron or steel units. The National-Williams Oil-O-Matic Steel Unit has everything! It's shipped completely assembled from the factory ready to be connected. The cast iron unit has a high efficiency boiler with fire travel four times its length. National boilers for both units are engineered for burning oil and oil only.



NATIONAL-WILLIAMS
OIL-O-MATIC STEEL UNIT



NATIONAL-WILLIAMS OIL-O-MATIC CAST IRON UNIT

This is **PACKAGED** heat

Eye appeal is buy appeal. Designed by Mr. Lurelle Guild, National-Williams Home Oil Heating Units excite and enthuse your customer. More important, beneath their basement beautifying jackets National-Williams units are complete heating packages . . . a famous National boiler, controls and Oil-O-Matic burner, specifically engineered and unitized for each other. Naturally, this enables you to deliver more heating efficiency per dollar to your customer and at a lower first cost than possible with ordinary combinations of separate parts.

NATIONAL AIR CONDITIONING INCORPORATED

Division of NATIONAL RADIATOR CORPORATION, Johnstown, Pa.

GENERAL SALES OFFICE: 101 PARK AVENUE, NEW YORK, N. Y.

Baltimore • Boston • Buffalo • Chicago • Cincinnati • Cleveland • Johnstown • New York • Milwaukee • Philadelphia • Pittsburgh • Richmond • Washington



OIL HEAT MARCHES ON

O & S OIL-O-MATIC

Boiler-Burner Unit

By ORR & SEMBOWER, INC.

Reading, Penna.

HAROLD J. MCGILL
— Company —
PLUMBING · HEATING · TINNING
Riverside Ave.
Westport, Conn. — Dial 4775



COMpletely AUTOMATIC . . . CONSTANT HEAT . . . and hot water when you want it!

Modern streamlined cabinet, beautifully finished in Chinese Red enamel, with stainless steel trim. Six sizes for both steam and hot water mean that there is an Orr & Sembower suitable for every home need.

Seven outstanding O & S features assure the utmost in trouble free, economical operation:

Single Flo Valves (in hot water unit) keep the boiler water from circulating through the heating system in summer . . . materially reduce running time in winter.

Low Water Cutout (on steam unit) protects boiler from danger of "low water" and consequent damage to plate.

Hot Water Coil assures abundant supply of

domestic hot water at greatly reduced heating cost.

Turbulators extract every possible heat unit from the hot gases as they pass through tubes—prevents heat waste.

Base and combustion chamber . . . one piece assembly combining base and chamber of moulded refractory. Insulated on all sides to prevent heat loss.

Booster (on hot water unit) forces hot water to all radiators equally—15 times faster than ordinary gravity circulation.

Burner The famous Williams Oil-O-Matic . . . the world's leading oil burner.

The O & S—Oil-O-Matic boiler burner unit gives the home owner **everything**—heat whenever he needs it, hot water all the year 'round, at minimum cost!

OIL HEAT MARCHES ON



COMFORTROL OIL-O-MATIC

AIR CONDITIONER

By WATERMAN-WATERBURY CO.

1161 JACKSON ST., N. E., MINNEAPOLIS, MINN.

Controlled Winter Comfort

Unusual protection assured through approval by Waterbury, by Oil-O-Matic, by its many users.

A completely co-ordinated winter air conditioning unit.



Sets a New High Standard in Winter Air Conditioning of the Home

DEALERS in oil burners must sell a complete air conditioning unit in order to meet the keen unit competition of the present day. Comfortrol Oil-O-Matic secures the new house business for the oil burner dealer.

Comfortrol Oil-O-Matic is manufactured by an organization with over a quarter of a century's experience in building furnaces; a firm with a reputation for leadership in modern construction. Comfortrol Oil-O-Matic is a product of first quality which embraces engineering features far ahead of its field. It has a large combustion chamber made of 7-gauge steel; liberal heating surfaces in its secondary copper-bearing steel radiator; minimum resistance to draft; mixing orifice to assure equalized air pressure and temperature at points of outlet; blower mounted independently and resting on rubber heels on

floor, liberally oversized and heavily built to insure noiseless operation, and Oil-O-Matic burner with floating power mounting.

Comfortrol is provided with a truly efficient humidifier, developed primarily for intermittent heat. Filter area double that which is actually necessary.

Four sizes from which to choose, each size, excepting the largest, has choice of two blowers. You can find the right size of Comfortrol Oil-O-Matic equipped with the right blower for almost any job. Summer cooling equipment may be easily added.

Comfortrol Oil-O-Matic, outstanding in beauty, highly efficient and economical in operation, constitutes a profitable line for the live dealer in oil burners.

Send for catalog. We make oil-burning furnaces, coal furnaces and gas furnaces. Ask us about our free engineering service.



OIL HEAT MARCHES ON

THE WEIR OIL-O-MATIC

Air Conditioner

By THE MEYER FURNACE COMPANY

Established 1866

Peoria, Illinois



THE greatest name in warm-air furnaces is happy in its recognized association with the greatest name in oil burning.

The WEIR steel warm-air furnace has been the outstanding product of the industry for over 50 years . . . and a policy of constant improvement has enabled us to be always associated with the newest and best in warm-air-heating and air-

conditioning equipment. Offering **riveted-AND-welded** construction of the most advanced and efficient design, attractively encased in the **modern** manner, the WEIR Oil-O-Matic Air Conditioner offers dealers from coast-to-coast the supreme value—with assured long life and freedom from service. Full information gladly sent on request.

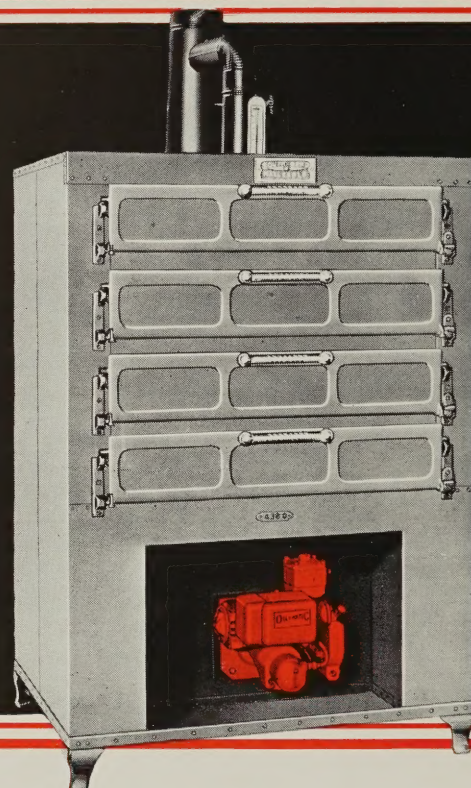
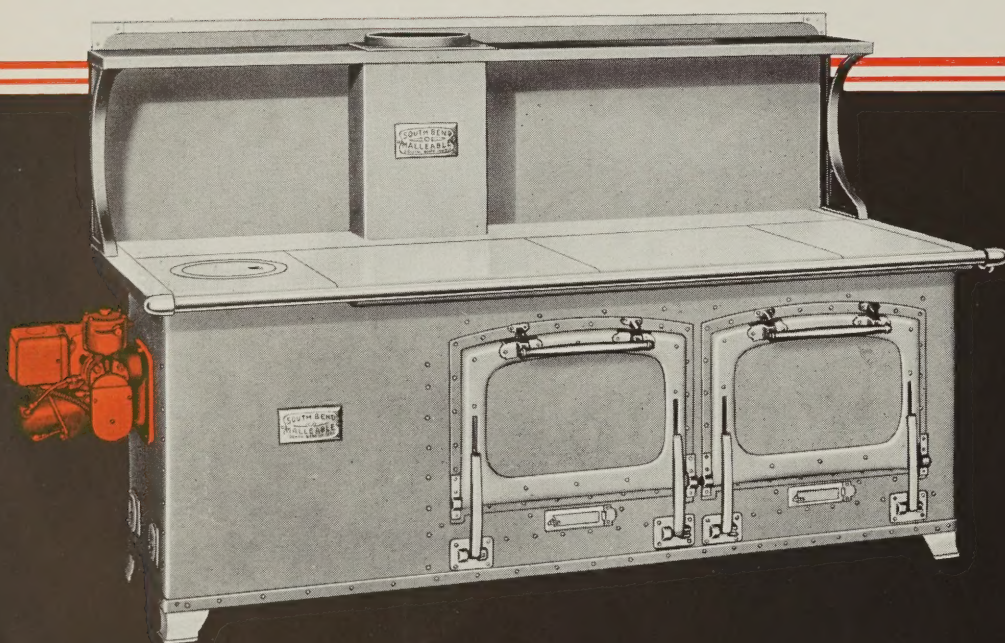
“WHO MAKES IT MAKES A DIFFERENCE”

OIL HEAT MARCHES ON



THE OIL-O-MATIC SOUTH BEND RANGE AND BAKE OVEN

BY THE SOUTH BEND RANGE COMPANY
SOUTH BEND, INDIANA



IN today's highly competitive business world, operating costs have become tremendously important. Out-of-date equipment is too expensive to be tolerated.

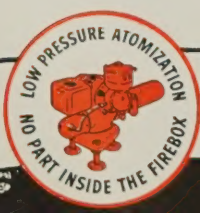
Thousands of hotel and restaurant men, hospital, school, and institution managers welcome the heavy-duty Oil-O-Matic South Bend Range as a long sought, long hoped for way to profit. Savings will average 50% to 70% against the average heavy-duty gas range of similar size.

The vapor-tight ovens hold all moisture within. The saving in meat and food shrinkage alone will eventually pay for the range. All baking and roasting is faster and

vastly improved in flavor, tenderness and texture. The entire polished top is cooking surface. This means greatly enlarged actual cooking capacity. All frying and griddle work may be done directly on the polished range top, one of the greatest cooking conveniences ever devised.

Super heavy construction throughout—oven doors will support 1,000 pounds. Burner compartment is of the best heavy refractory material. Insulation at every necessary point insures speedy heating—wonderful fuel economy and cool, comfortable working conditions in the kitchen.

Get all the facts on cooking with the heavy-duty Oil-O-Matic South Bend Range. It will be worth your while.

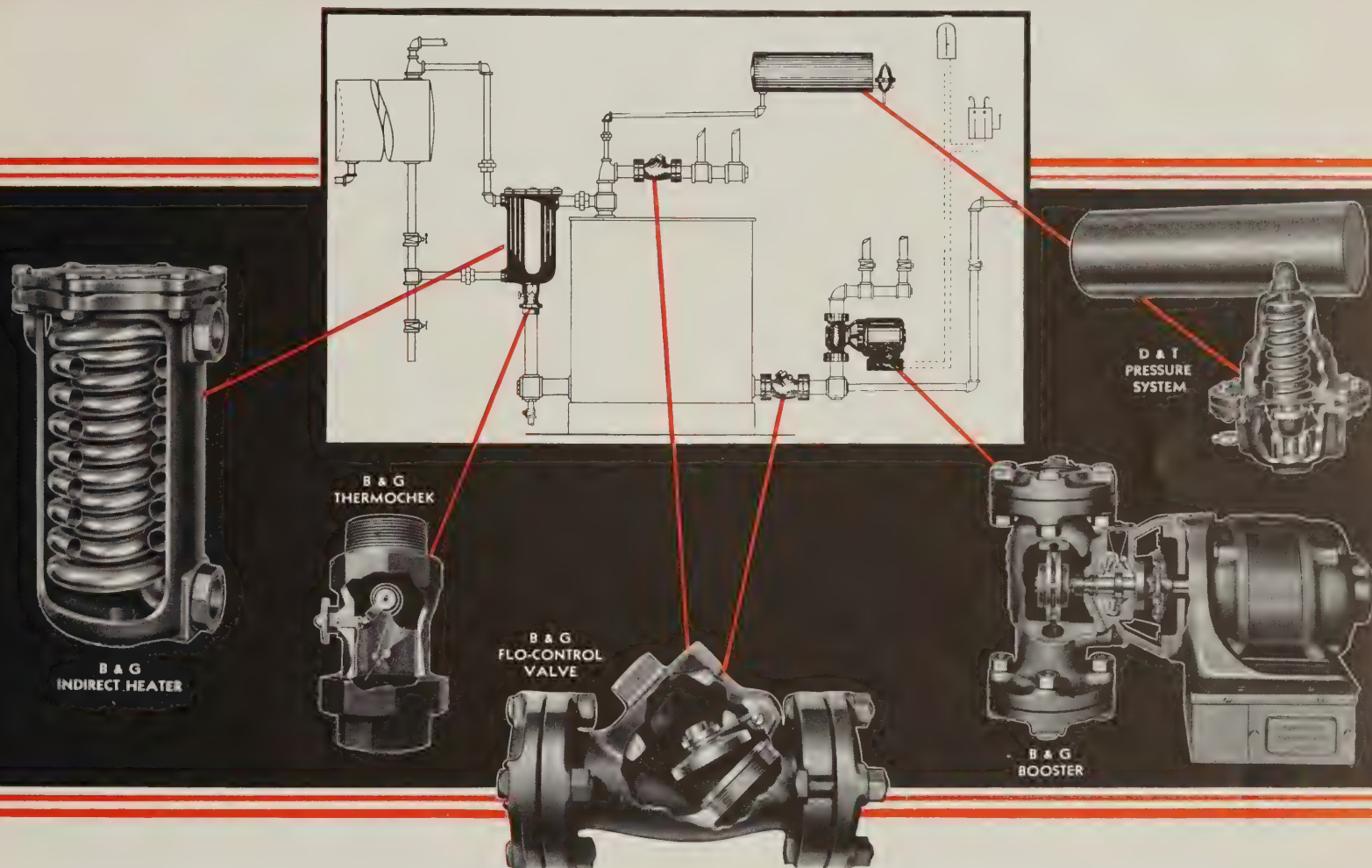


OIL HEAT MARCHES ON

B & G TRIPLE DUTY SYSTEMS

BY BELL AND GOSSETT CO.

Mechanically Circulated Hot Water Heating Systems



HEAT AND DOMESTIC HOT WATER FOR THE COST OF HEAT ALONE

You think it an exaggeration—to say that B & G Triple Duty Systems are today's heating sensation? **READ ON!**

"I saved 45% of my combined hot water and heating expense," writes one home owner. "My heating costs dropped 35%," says another, "after putting in a Triple Duty System." And from another, "My domestic hot water bill formerly ran from \$20 to \$25 monthly—it is now less than \$5."

Facts like these sell Oil Burners—and bring an *extra* profit from the sale of B & G equipment!

B & G Triple Duty equipment can be installed on any oil-fired hot water heating boiler, new or old. Described briefly, it does three things. It mechanically circulates boiler water to the radiators, providing almost instan-

taneous heat when needed. It controls that circulation so sensitively that any change in outdoor temperature is compensated for immediately. And the B & G Indirect Water Heater furnishes domestic hot water, *winter and summer*, at a small fraction of the usual cost.

The combined economies of greater heating efficiency and indirect domestic water heating make an oil-fired Triple Duty System look mighty desirable indeed!

There is this further advantage—important where new building is concerned. By designing the heating system for high temperature water, the piping and radiation can be kept to steam sizes.

Write today for full information. Bell and Gossett Co., Dept. WO, 3000 Wallace St., Chicago.

OIL HEAT MARCHES ON



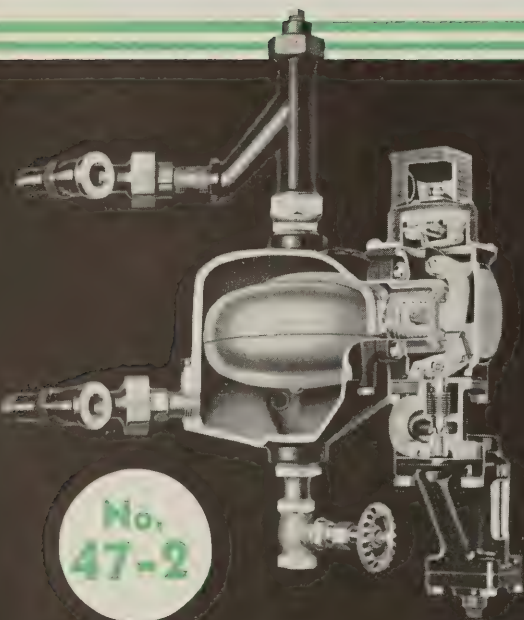
MCDONNELL

BOILER FEEDERS and LOW WATER CUT-OFFS

"Doing One



Thing Well"



No.
47-2



No.
51-2



No.
66

Along with Oil-O-Matic . . . "water-o-matic"!

WHILE you are out crusading against coal shoveling, don't overlook its partner-in-crime — water-glass watching!

The job of watching the boiler water level may not be very impressive to the home owner as long as it is merely a "side-line" to shoveling—but when the shovel is thrown out, it becomes the one remaining blemish on the otherwise blissful picture of automatic heat.

Why wait for the home owner to be rudely awakened to this fact? Right at the time the burner is sold is the time to show him why and how water glass watching is as outmoded as the coal shovel. In most cases he will thank you for the suggestion and adopt it. If he does, it means a better satisfied customer and an extra profit. If he doesn't, you have at least put the matter on record.

Hundreds of Oil-O-Matic dealers are making the boiler water level as automatic as the firing with the

McDonnell equipment illustrated here. The feeder-cut-off combinations—No. 47-2 and No. 51-2—automatically supply water to the boiler whenever it is needed and in exact proportion to the needs. This takes care of all normal operation, but if an emergency should arise, such as extreme priming or foaming, or failure of water supply, the low water cut-off switch will stop the burner until the emergency is passed.

These feeder-cut-off combinations offer the only fully automatic water level control, but if the owner will not pay the few added dollars for the greatly added convenience of fully automatic operation, the McDonnell No. 66 Low Water Cut-off may be installed to dependably stop the burner when low water threatens.

As oil heat marches on, see that boiler water level control marches with it. It's a definite part of the oil heat program!

McDonnell & Miller, 1310 Wrigley Building, Chicago



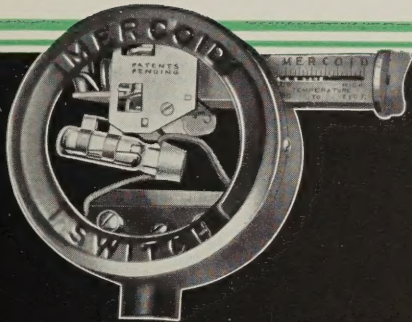
OIL HEAT MARCHES ON

THE MERCOID CORPORATION

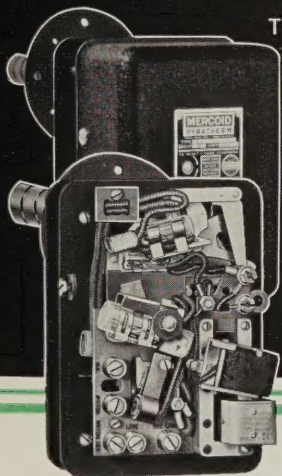
Exclusive Manufacturers of The Mercoid Switch

4201 BELMONT AVENUE + CHICAGO, ILLINOIS

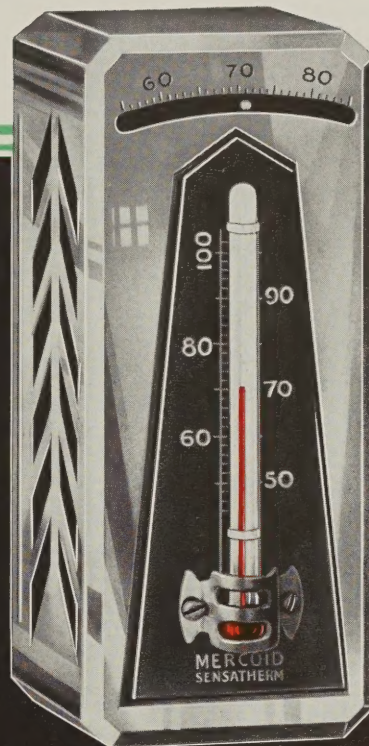
90 WEST STREET, NEW YORK, N. Y. + 25 IVY STREET, BOSTON, MASS.



RISERTHERM
SURFACE TYPE
TEMPERATURE CONTROL

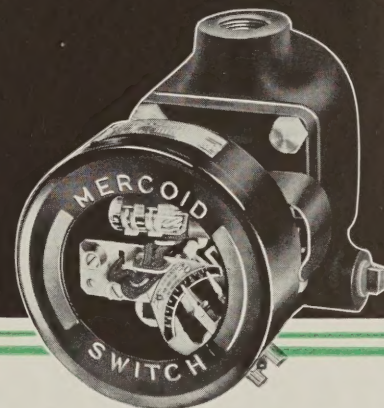


KMI
SAFETY AND IGNITION
CONTROL



SENSATHERM
ROOM THERMOSTAT

WARM AIR
FURNACE CONTROL



LOW WATER
CONTROL

MERCOID CONTROLS

are offered to the trade with the assurance of perfect performance over a long period of years.

They are equipped with sealed mercury contact switches. There can be no open arcing, pitting or sticking of contacts, or corrosion. The Mercoid Switch is a positive protection against contact trouble. • Illustrated above, are five representative controls. They are all tried and proven items, that may be relied upon to give complete satisfaction under all operating conditions. • The Mercoid Sensatherm is a thermostat that combines beauty with mechanical perfection. It will maintain an

even room temperature within a total differential of 1°.

• The Risertherm is a reliable surface type temperature control for hot water installations. • The KMI Safety and Ignition Control is highly recommended. It gives positive protection against flame or ignition failure. It is the pioneer control that offered absolute low voltage protection. • The Warm Air Furnace Control is well known to the trade for its outstanding merits. • The new type Low Water Control is also meeting with popular favor. • See catalog for detailed description of all Mercoid Controls. If you do not have a copy, write for it at once. • The Mercoid Corporation is at your prompt service for any of your control requirements.

OIL HEAT MARCHES ON



TACO HEATERS

OFFER THE CHANCE FOR DOUBLE PROFITS TO WILLIAMS OIL-O-MATIC DEALERS

You will find it doubly profitable to sell Taco Equipment. There's a profit in the sale of Taco products itself—and another from increased oil burner sales.

Taco offers automatic domestic hot water the year 'round with Radiator heat. Taco is one of many advantages radiator heat provides. Consider some of the other advantages.

RADIATOR HEAT IS THE BEST HEAT!

Consider these many important advantages of radiator heat over any other heating system.

1. Enjoy all-year-'round, completely automatic, Domestic Hot Water Supply with Radiator heat — summer as well as winter — in connection with your regular heating boiler. No need for a separate water heater, and no need for a storage tank where Tankless Taco is used.
2. Air Conditioning Equipment added to radiator systems can function all day and night when no heat is required as well as when it is.
3. It is radiant heat, distributed uniformly, and can be delivered to any point of the house regardless of weather conditions.
4. With radiator heat you can heat detached garages and other detached buildings.
5. System once installed lasts a lifetime. Repair bills kept at a minimum.

TACO-ABBOTT*

FOR STEAM AND VAPOR SYSTEMS

The TACO-ABBOTT SYSTEM makes possible the efficient year 'round operation of a steam or vapor heating boiler to supply Domestic Hot Water.

This patented System provides for the automatic control of the heating boiler in summer so that when the room temperature reaches the desired point, the control of the firing device is transferred from the room thermostat to the aquastat, which is operated by the water in the boiler. This aquastat controls the boiler water at a sufficiently high temperature to heat the domestic water without producing heat in the radiators.

*The purchaser of a Taco Heater is licensed under Abbott Patent No. 1,654,396 to install and use one automatically-controlled domestic hot water system.

NEW SALES HELPS NOW READY — Write today for new circulars TT and TA, explaining in detail the Taco-Trol and Taco-Abbott Systems.

TACO HEATERS, Inc. 342 Madison Avenue, New York City

In Canada: Taco Heaters of Canada, Ltd., 24 Adelaide Street West, Toronto, Canada

TACO-TROL

FOR HOT WATER HEATING SYSTEMS

The TACO-TROL SYSTEM is a combination hot water heating system equipped with automatic Taco controls. It performs the double function of providing the home with a more uniform temperature during the winter months and assuring an all-year-'round supply of domestic hot water.

Taco-Trol is a force circulating one-pipe system. Heat is supplied to the radiators, when needed, rapidly and automatically, through the employment of a TACO CIRCULATOR, TACO CHECK VALVE and TACO-TROL FITTINGS. When no heat is required, the circulator stops, the Check Valve closes, and an Aquastat maintains a temperature in the boiler just sufficient to heat the domestic hot water by means of the Taco Heater.



OIL HEAT MARCHES ON

PENN CONTROLS

*used with Oil-O-Matic
fifth consecutive year*

PENN ELECTRIC SWITCH CO.

DES MOINES, IOWA

HAROLD J. MCGILL

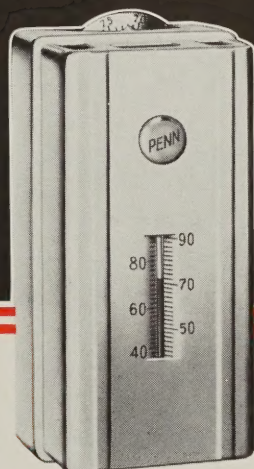
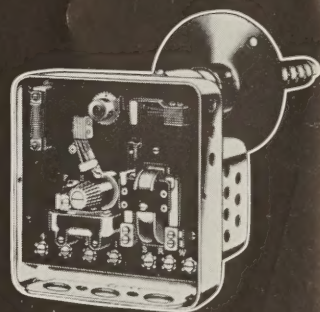
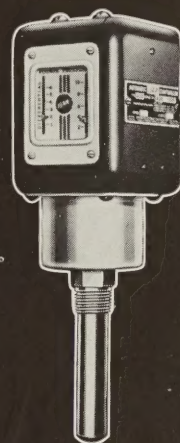
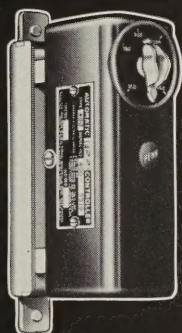
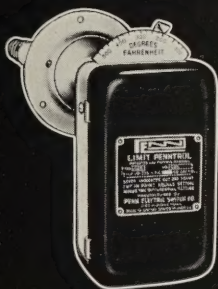
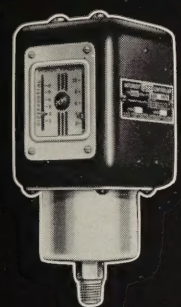
— Company —

PLUMBING - HEATING - TINNING

Riverside Ave.

Westport, Conn.

Dial 4775



OIL-O-MATIC . . . with Tem-Clock . . . has set a new high for oil burner sales in a 30-day period. Oil-O-Matic—Penn Controlled—every day is setting high standards of dependable performance.

Sales plus satisfaction spell profits! You can sell more burners with Tem-Clock and Temtrol. Prospects want the added economy and convenience of lowered night temperatures—fully automatic and fully adjustable to meet daily requirements.

Tem-Clock is the only day-night control which completely meets these needs. It has

*** WILLIAMS TEM-CLOCK DRIVE
NETS \$2,225,000 VOLUME**

BLOOMINGTON, ILL.—A retail sales volume of approximately \$2,225,000 on conversion-burner, boiler-burner, and furnace-burner units was the result of the Williams Oil-O-Matic Tem-Clock summer campaign, conducted from July 15 to Aug. 15.

Retail sales for the last day of the campaign totaled \$435,000.

No down payment, no monthly payment until Fall; low interest rates under FHA; 12 to 36 months to pay; and an electric Tem-Clock for day-night temperature control free, were the points stressed in national advertising, direct mail, and window poster promotion.

the added sales appeal of being a handsome timepiece which may be located where the customer wants it, regardless of Temtrol location.

Temtrol maintains the attention-free, constant comfort demanded by the customer who buys automatic heating equipment.

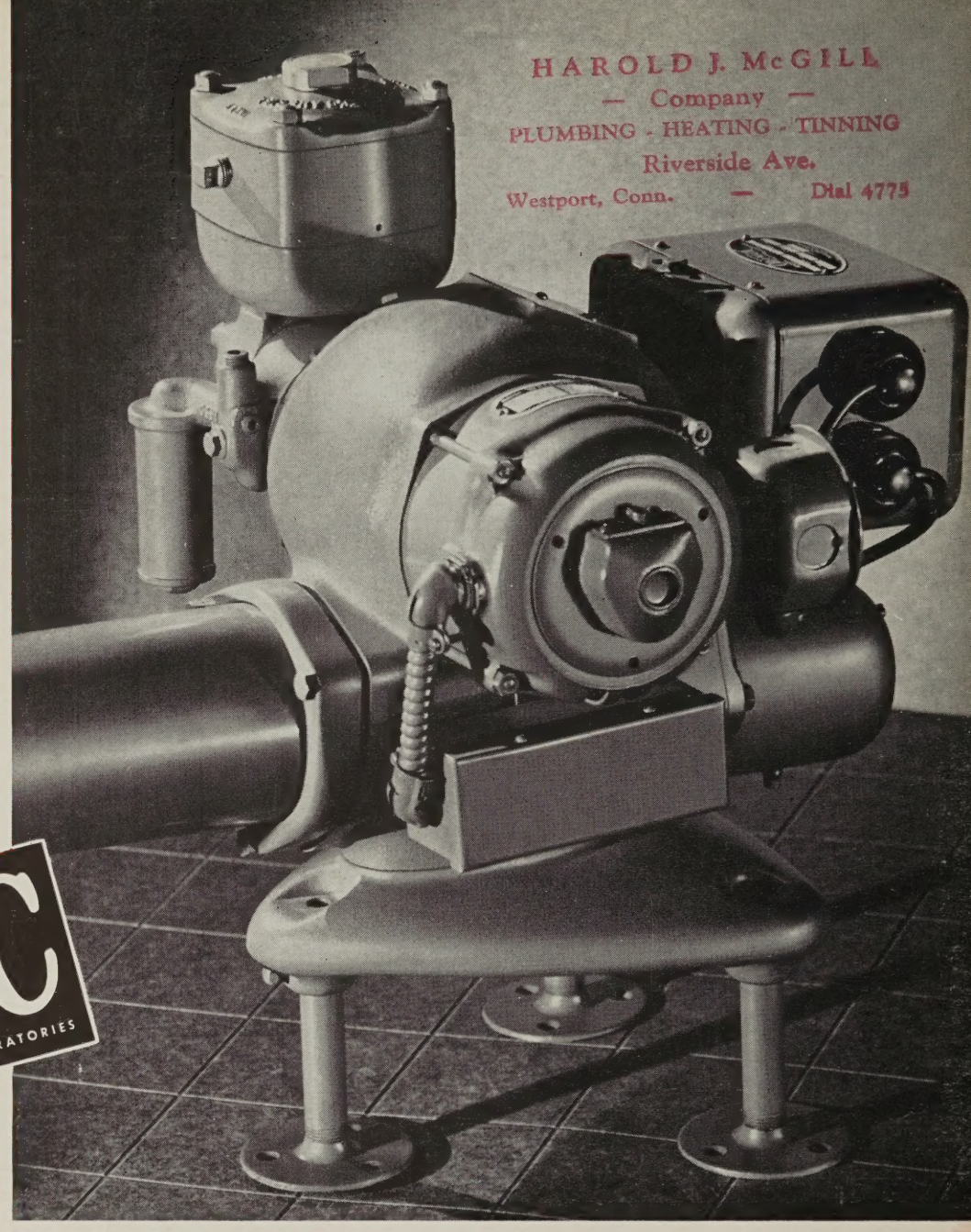
Make every installation with Penn Tem-Clock, Temtrol, Safftrol and limit switch. This is your guarantee of dependable performance . . . your assurance of complete customer satisfaction without the profit-eating expense of service calls.

*Reprinted from Electric Refrigeration News, August 26, 1936

OIL HEAT MARCHES ON



HAROLD J. MCGILL
— Company —
PLUMBING · HEATING · TINNING
Riverside Ave.
Westport, Conn. — Dial 4775



WILLIAMS
OIL-O-MATIC
HEATING

LISTED AS STANDARD BY UNDERWRITERS' LABORATORIES

**OIL-O-MATIC LEADS
IN WORLD SALES...**

● Williams Oil-O-Matic has led in world sales of oil burners every year since 1919. Dealers who want the reputation, performance and price that are easiest to sell, write for franchise details now.

WILLIAMS OIL-O-MATIC HEATING CORPORATION
Oil-O-Matic Oil Burners — Air-O-Matic Air Conditioning
BLOOMINGTON, ILLINOIS



OIL HEAT MARCHES ON